



Present: Laila Barr; Dan Chavre; Ray Day, Jr.; Kathy Dunn (provisional)*; Dave Elliott, vice-chair; Kumiko Huff (provisional)*; Jane Kuechle (provisional)*; Miranda Leidich, Carla Saulter; Bria Schlottman (provisional)*; Roger Thordarson

Excused: Ed Miller, chair; Tina Shereen

Staff: Barbara de Michele, Community Relations Planner; Catherine Boon, Project Manager for the ORCA SmartCard project

Vice-Chair Elliott opened the meeting at 6:00 p.m. He explained that chair Ed Miller had been called out of town on business. He introduced Kumiko Huff, provisional member.

ORCA SmartCard

Boon reviewed planning for the roll-out of the ORCA card in 2009. The seven agencies involved in the Regional Fare Coordination project have developed a card that riders can use for Metro, Pierce Transit; Community Transit; Kitsap Transit; Everett Transit, Sound Transit (buses, Link Light Rail and Sounder) and ferries. The card can be used to load Metro passes, or it can be used as a “purse” (similar to a Starbucks card). If riders choose to register their cards, they will be able to redeem lost cards. However, registered cards can also be used to trace individual travel patterns and are subject to Freedom of Information Act inquiries. Metro has worked closely with the American Civil Liberties Union and privacy lawyers to insure privacy protection.

Public rollout will begin in March, 2009, although employee passes in the ORCA format will be issued shortly before the public process. The project goal is to have full conversion to ORCA by December 31, 2009. Corporate passes will be phased in over a six month period, as they represent a very large proportion of Metro’s passengers. Old passes will continue to work until the end of the year, or until they expire. Metro and other agencies will conduct a massive coordinated advertising and promotion campaign to inform the riders and the public of the changes.

Metro Budget

Day reported that he and Miller attempted to attend the November 24 King County Council meeting in order to testify on behalf of the TAC, only to learn that the transportation budget had already been adopted by the Council. De Michele reported that TAC’s letter was read into the record by Council staff member Arthur Thornbury.

Wrapped Buses

The group reviewed a 2007 TAC letter supporting advertising on partial-wrapped buses. Thordarson moved, Michaels seconded that Saulter update the letter for review and adoption at the January meeting. Saulter agreed and the motion passed by consensus.

*Note: Provisional members have been appointed by the Executive, and their nominations are supported by their individual Councilmembers, but they have not yet been confirmed by the whole Council.

CAC Conference

TAC will host the state Community Advisory Committee conference in September, 2009. The group began the work of planning the conference with the following comments:

Possible venues

The group universally wants the venue moved to a larger facility. Some suggestions: King Street Station, Renton Transit Center, Atlantic/Central Bus Base.

Possible Activities

A walk-through of the bus/light rail bus tunnel
Historic bus tour of Seattle on Thursday evening
Continue to have each group give a report on their activities

Possible Issues

Transit Funding
A report from WSDOT transit office
Inter-agency cooperation
Puget Sound Regional Council – planning
RapidRide bus implementation
Possible RapidRide tour?
What does a 21st Century bus system look like?
Technology highlight or feature
Technology Fair
Do we have a theme?
What do we want attendees to leave with? What is the most important piece of information they can take away?
We need to know how transportation works in this state. What are all the different ways for local, regional, and state agencies to work together?
How can we have an influence?
What are the funding issues?
How can we be a more effective group?
How does an agency do advertising?

Other

Be sure to include an evaluation of the conference

Committee Business

- Carla Saulter was elected vice-chair. She will serve as chair for April, May and June.
- Day reported that the Transit Connections Sounding Boards will participate in a second public outreach in January. Their work has major impacts on transit planning in southeast and southwest King County for years to come.
- Barr reported that the Ballard-Uptown Advisory Panel has met four times. Public outreach on this project will begin in February.

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Elliott adjourned the meeting at 8:20 p.m.